

# Corporate Affairs

Quarter 2 report

Management Board – 2 November  
2015

# Headlines

- Charity fundraising investigation – Daily Mail
- Publicity around HELM (Green energy) fine – largest ever nuisance call fine
- Cold call blocking companies fined for cold calls – national media coverage.
- The most popular blogs of the quarter were the EU regulation updates and Simon Rice's wifi blog
- Preparation for changes in the senior management of the ICO.
- The move of sponsorship and DP policy responsibility to DCMS.

We worked with the Daily Mail ahead of their 1 September front page, explaining the law, confirming we'd make enquiries and writing an explanation of the subject access request right:



# NEW SHAME OF THE CHARITIES

**They pass on frail widower's details 200 times ++ He gets 731 demands for cash ++ And loses £35,000 to conmen**

**CHARITIES** sold personal details of a dementia sufferer to conmen who tricked him out of thousands of pounds, the Daily Mail can reveal.

Former Army colonel Samuel Rae's information was handed to unscrupulous companies all over the world. As a result, the 81-year-old widower has been repeatedly targeted by regular firms and has lost £35,000 through scams.

Last night his son said charities who passed

**Daily Mail  
INVESTIGATIONS  
UNIT**

the data on were "as bad as the scammer" and demanded a crackdown. The Information Commissioner's Office said the evidence was "concerning" and vowed an immediate probe into whether any charities had broken the law. The revelations come as a review into how charities target vulnerable people is to be published, following a Mail expose into cold calling. Our latest investigation revealed that:

- Mr Rae's details were sold or passed on up to 200 times by charities, including to a company responsible for scams against the elderly.
- Two organisations he supported, including a cancer charity, passed donors' names and

Turn to Page 2

The Information Commissioner's Office said the evidence was 'concerning' and vowed an immediate probe into whether any charities had broken the law.

## HOW TO FIND OUT WHAT THEY KNOW

Everyone has the legal right to demand a copy of the information an organisation holds about them.

You can make a 'subject access request', which means any organisation that holds your data is legally obliged to supply you with paper and computer records of the information.

They are also required to tell you where they got the data, what they have used it for and details of any organisations with which they have shared it.

All you have to do is make a written request – and sometimes pay a fee of up to £10. The organisation has up to 40 days to respond. You can request on someone else's behalf, but must show you have the individual's permission or a power of attorney.

During the Daily Mail's investigation, Samuel Rae's son Chris was able to make subject access requests for his father.

With the help of the Mail, he was able to trace what had happened to his father's data and how it had been traded.

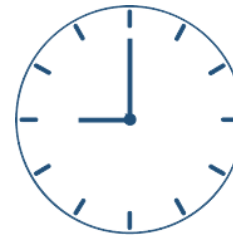
Details of how to make a request, including a template letter, can be found on the Information Commissioner's Office website at [ico.org.uk/sar](http://ico.org.uk/sar).

The story prompted  
widespread media coverage,  
with the ICO at the centre.

The ICO will have been seen by **49%**  
of UK national newspaper readers  
(3.5million people), with coverage in  
the Mail, Times,  
Telegraph and  
Mirror.



Broadcast coverage featuring ICO  
interviews across the day:



Today,  
5Live  
Breakfast



ITV news,  
You and  
Yours



BBC One  
6pm news

Interviews on regional 'drivetime'  
shows on 12 BBC radio stations



# Digital communications Website (ico.org.uk)

## Top content

*Pages with most views, Q2*

### For the public

1. [Find out how to request your personal information](#)  
53,788 page views
2. [Criminal records, court records and police records](#)  
25,991 page views



### For organisations

1. [Guide to data protection](#)  
122,470 page views
2. [Register under the Data Protection Act](#)  
81,014 page views



## Trending content

*Largest percentage increase in page views quarter-on-quarter (top 1,000 pages)*

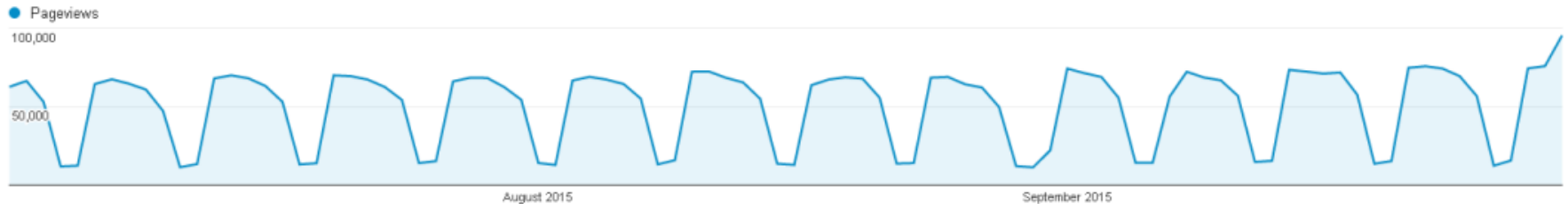
- [Google Inc enforcement notice](#) (action we've taken) ↑ 541%
- [Cookies and similar technologies](#) (for organisations) ↑ 342%
- [Security breaches \(PECR\)](#) (for organisations) ↑ 306%
- [Telephone marketing](#) (for organisations) ↑ 151%

# ico.org.uk

1,137,671

Visits to ico.org.uk in Q2

↓ 4% on the same quarter last year



79% desktops, 14% mobile devices, 7% tablets

## Highlights

Traffic to the site peaked on 30 September, with 95,278 page views. This was an increase of 20.4% on the previous day's traffic. It coincided with Simon Entwisle appearing on BBC Breakfast and Good Morning Britain and Chris Graham featuring on Radio 4 following the news story in which ICO issued its largest ever fine to HELM for making nuisance calls.

# Twitter

Twitter remains our most successful social media channel.

13,820

followers see our tweets...

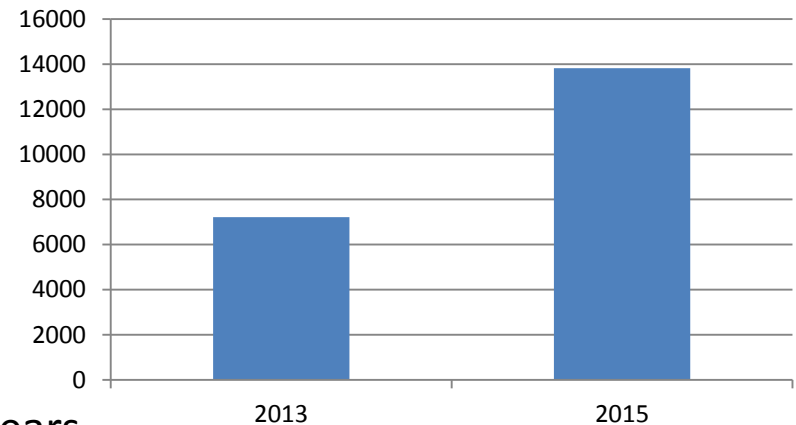


...that's **7%** more people following us compared with last quarter



4,785 people clicked through to ico.org.uk from twitter.

We've seen quarterly rises in our number of followers for more than two years...



...and in November we'll double the number of followers we had in May 2013

# Facebook

Our Facebook presence has grown this year.  
An increased number of posts has seen our reach grow by around **8x** year on year



Our posts reach an average of  
**439** people a day



The three biggest spikes were for posts about CCTV images of Michael McIntyre, nuisance call stats and Simon Rice's wifi blog



# Enewsletter and LinkedIn

## Monthly E-newsletter

- Subscribers remain steady, at 51,468
- LinkedIn
  - 5,479 Followers and
  - 393 members of our Information Rights discussion forum

# Events

- **External**

- Annual Report launch, London, 180 delegates - July

- Local Government event, Sheffield, 51 delegates – July

- **Staff engagement events**

- 2 July – 30 years of the ICO in Wilmslow

- 18 August – ICO charity football tournament

- 10 September – ICO charity Quiz and Curry night

# Orders for hard copy publications

## Top publications

### For organisations

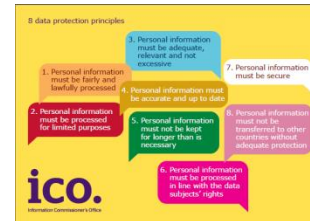
Data protection postcards – 6,083

Data sharing checklist – 1,580

Data sharing code of practice – 1,250

How do I handle subject access requests – 1,050

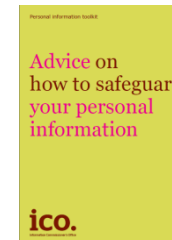
The lights are on DVD – 764



### For individuals

Personal information toolkit – 2,455

Credit explained – 1,149



# Internal communications

19,080

Visits to ICON in Q2, with 523,336 page views

## ICON

*Pages with most views, Q2*

1. Recruitment and selection – 4,771 page views
2. Sector sharing home page – 3,444 page views
3. Advice services noticeboard – 3,084 page views

## Informer content

*Pages with most views, Q2*

1,757

front page views

1. 30 years of the ICO (July) – 389 page views
2. Arrivals (September) – 313 page views
3. The ICO holiday club – 304 page views

# Corporate Governance

- The main focus has been preparation for the launch of the Senior Management Team. This is a big change in the way the corporate governance of the office is managed with new management reporting lines, the removal of Executive Team, Leadership Group and the Information Rights Committee, and a wider involvement of senior managers.
- Responsibility for ICO sponsorship and DP policy moved to DCMS on 17 September. The change has yet to filter down but we will need to update the Framework Agreement and put in place reporting arrangements so that DCMS has the correct level of oversight.
- The Internal Audit Plan is being followed with arrangements in place for further audits prior to the December Audit Committee meeting.
- The Business Continuity Plan has been updated to reflect forthcoming management changes and lessons learnt from the IT outage in May.
- Planning and budgeting for 2016/17 is being taken forward.

